

## ABSTRACT

Please replace the Abstract with the following Abstract:

[0043] ~~The present invention is directed to a~~ Display inserts capable are often of insertion  
inserted in a product for use as an advertising display. ~~Preferably, the~~ A common use for a  
display insert is to inserted it into the central opening of a tire for use as an advertising display  
for the tire. The disclosed display insert includes a front panel section. The display unit further  
includes a rear panel section connected to the front panel section. The rear panel section  
includes a plurality of tabs.